

Claims

- 5 1. A method for providing advertisements comprising the steps of:
receiving an advertisement from at least one source selected from a group
consisting of sponsors and advertising agents;
providing said advertisement to a user;
estimating an advertising commission according to the type of advertisement
10 and manner of providing it to the said user; and
demanding said advertising commission from at least one source selected from
a group consisting of sponsors and advertising agents;
wherein an access commission is estimated and demanded from at least one
source selected from a group consisting of sponsors and advertising agents when said
15 user links to an advertisement-related site by means of said advertisement.
2. The method for providing an advertisement as claimed in claim 1, wherein the
step of demanding said advertising commission from at least one source
selected from a group consisting of sponsors and advertising agents comprises
20 the steps of:
renewing a log file for recording the number of times said advertisement are
provided to said user;
estimating the number of said advertisements that are provided to said user by
analyzing the log file using streaming media; and